

**Preface**

J. A. Mangan

**IOC Foreword**

**Introduction**

**Prologue: When West Met East through the Beijing Olympics**

Luo Qing and Giuseppe Richeri

***Part One***

**Attitudes Towards China Before and After the Beijing Olympics**

Luo Qing, Chwen Chwen Chen, Cinzia Colapinto, Hiyoshi Akihiko,  
Hwang Yun'il and Kodama Miiko

***Part Two: Another Long March of the Symbolic Holy Flame – Comparative  
Analysis on the Media Coverage of the Torch Relay 2008***

**Greece: The Olympic Torch Relay in Ancient Olympia – An Ideal Showcase for  
International Political Protest**

Roy Panagiotopoulou

**France: A Conflict of Values? The Olympic Torch Relay in Paris – the Mass Media  
were on Cue**

Françoise Papa

**The Run-up to the Beijing Olympics in Switzerland and Italy**

Chwen Chwen Chen and Cinzia Colapinto

**Authoritarianism, Opacity and Proxies: The 2008 Olympic Torch Relay in the  
Italian Media**

Matteo Tarantino and Stefania Carini

**Spain: Media Focus on the Geopolitical Issues of a Major Sporting Event**

Emilio Fernández Peña and Miquel de Moragas

**Australia: Mediated Representation of Global Politics**

David Rowe, Callum Gilmour and Thomas Petzold

**Brazil: Cultural Enchantment – The Beijing Olympic Games Torch Lighting  
Ceremony and Torch Relay: Brazil's Warm-up Coverage**

Leonardo V. Boccia

**Japan: What Did the Torch Illuminate? A Narrative Analysis of Japanese Newspapers' Reporting of the Nagano Torch Relay**

I-Hsuan Lin

**The Construction of a Media Reality in Reporting the Beijing Olympic Torch Relay: The Case of the Beijing Evening News**

Feng Rui

*Part Three: Representing the Opening Ceremony*

**Representing the Opening Ceremony: Comparative Content Analysis from USA, Brazil, UK and China**

Luo Qing, Leonardo V. Boccia, Han Chunmiao, Liu Xing, Yu Fu and Chris Kennett

*Part Four: Understanding the Multi-Dimensions of Mediated Olympics*

**Spain: The Power of a Mega Event which Eclipses Criticism**

Emilio Fernández Peña, Miquel de Moragas, Ibone Lallana and Anna Rezende

**France: the Beijing Olympics 2008, Revisiting History to Build a New Future?**

Françoise Papa

**Beijing Olympics between Media, Sport and Politics: Perspectives from the Swiss and Italian Media**

Chwen Chwen Chen and Cinzia Colapinto

**The Good, the Fake and the Cyborg: The Broadcast and Coverage of Beijing 2008 Olympics in Italy**

Matteo Tarantino and Stefania Carini

**A Very Olympian Year! The Observation from Australia**

David Rowe, Thomas Petzold and Callum Gilmour

**Brazil – Beijing Changes the Way Mega-media Events are Presented: Perspectives of 2008 Beijing Olympic Games**

Leonardo V. Boccia, Lidia de Teive e Argolo, Paulo Roberto Leandro, Jose Figueiredo Gomes and Pedro Fonseca

**A Quantitative and Qualitative Analysis of Japanese Television News Coverage of the Beijing Olympics Opening Ceremony**

Masaki Naka and Naomi Kobayashi

**Mirroring the Olympic Games – The Beijing 2008 Olympic Games in the American Media**

Wu Min and Xu Zhen

**A Case Study of NBC Nightly News**

Han Chunmiao

**A Case Study of CCTV *News 30* (China)**

Liu Xing

***Part Five***

**Encoding the Olympics – Visual Hegemony? Discussion and Interpretation on Intercultural Communication in the Beijing Olympic Games**

Luo Qing

**Epilogue: Give Me Please, a Pair of Eyes with Buddha's Insight**

Luo Qing